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The Effectiveness of Extension Work in Clothing

*A Study of 95 Farm Homes
in Ford County, Kansas, 1930*

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DISTRIBUTION: One copy of this circular has been sent to each extension director, State and assistant State home demonstration leader, State and assistant State county agricultural agent leader, State and assistant State club leader, each State clothing specialist, and to each agricultural college and experiment station library.

SUMMARY

The extension clothing project was the subject of a study of 95^{farm}/homes in Ford County, Kans.

Sewing machines were found in 95 per cent of these farm homes.

The new construction in these homes was largely limited to the making of dresses, underwear, and night clothes for women and children.

Clothing remodeling was largely confined to women's and children's dresses.

Approximately 54 per cent of the farm women interviewed reported the adoption of improved clothing practices recommended by the extension service.

The method demonstration meeting handled by the home demonstration agent or by the local leaders trained by the home demonstration agent and the clothing specialist was the outstanding means through which the women were influenced to change clothing practices. Fifty-six per cent of all clothing practices adopted were credited to this means. General meetings and leader-training meetings were credited with 17 per cent more of the practices, making a total of 73 per cent of all practices changed through the influence of meetings.

The condition of land tenure, size of the farm, distance from the extension office, character of roads, and educational training were factors which affected the extent to which the farm women made use of clothing extension information.

Age up to 50 years had comparatively little influence upon the acceptance of recommended clothing practices.

By far the most important factors, in addition to the means and agencies employed in extension teaching, which affected the adoption of clothing practices by farm women were membership in a home demonstration club, and contact with extension workers through office calls, home visits, meetings, and the like.

The comparatively slight spread of clothing information outside of the home demonstration club groups and through other means than those making for personal contacts, is largely accounted for by the emphasis placed upon the formal group method of teaching, and the fact that clothing subject matter is not easily adapted to the news story and does not spread rapidly from neighbor to neighbor.

THE EFFECTIVENESS OF EXTENSION WORK IN CLOTHING

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M. C. Wilson¹ and C. R. Jaccard²

SCOPE OF STUDY

This circular reports a study of 95 representative farm homes in Ford County, Kans., undertaken for the purpose of obtaining first-hand information regarding the sewing equipment possessed and the extent to which farm women make and remodel clothing for various members of the family.

Data are also presented relating to the clothing extension activities conducted in the areas studied, and the extent to which the clothing extension program has caused farm women to modify their sewing and other clothing practices.

The possible influence of such factors as age, educational training, membership in home demonstration club, and participation in extension activities, upon the adoption of clothing practices are also discussed.

COLLECTION OF DATA

The data for this study were collected by the personal-interview survey method. Experienced extension workers visited all the farm homes in a given area and talked with the farm women about their clothing problems, their contacts with clothing extension work, and the assistance received from representatives of the extension service in connection with the family clothing. (Figures 1a and 1b.)

The survey cards were checked at headquarters each day for incompleteness and inconsistency, and additional information obtained where necessary. The field work was done in October, 1930.

A total of 95 farm-home records was obtained, all from Ford County.

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No. _____ Co. _____ RESULTS OF CLOTHING PROJECT Date _____
 Name _____ Address _____ Community _____
 No. in family: Adults _____ Children _____ Owner _____ Tenant _____ Size of farm _____
 Kind of road _____ Miles to ag'ts. office _____ Telephone _____ Radio _____ Stations from
 which useful home information is obtained _____
 Membership in Home Demonstration Club: Present _____ Past _____ (Why disc't'd.) _____
 Leadership clothing project _____ Clothing activities in home _____
 Contact with H.D. ag't. _____ Specialist _____
 Name of local leader clothing project _____ Nature of first contact
 with local leader _____ Did other contacts follow _____
 Nature of assistance obtained from local leader _____
 Is local-leader plan satisfactory _____ Is further development of local-
 leader plan desired _____ Is direct contact with extension agents preferred _____
 Number of clothing articles made or remodeled at home during the past year: _____

Articles	Made for:		Remodeled for:	
	Women	Children	Women	Children
Hats				
Dresses				
Coats and suits				
Underwear and night clothes				
Shirts	(men)	(boys)	(men)	(boys)
Other				

Days outside help employed for sewing past year _____ Have sewing machine _____
 Cutting table _____ Pressing board _____ Dress form _____
 Educational training _____ Age _____ Attitude _____
 Extension Services of Kansas State College of Agriculture and of the United States
 Department of Agriculture Cooperating.

5635 Figure 1a.--Obverse side of questionnaire card used in collecting data

Check extension activities relating to clothing attended or personal contacts with
 extension agents regarding clothing project:-
 Result demonstration adult(dem.a.) _____ Junior(dem.Jr.) _____ Method demonstration meeting
 (m.Dem.) _____ General meeting(mtg.) _____ Leader training meeting(l.tr.) _____ Extension school
 (e.s.) _____ Study course(s.c.) _____ Bulletin(bul.) _____ Circular letter(cir.l.) _____ News
 story(n.s.) _____ Exhibit(exh.) _____ Farm visit(f.v.) _____ Office call(o.c.) _____ Telephone
 call(tel.) _____ Correspondence(cor.) _____ Radio(r.) _____ Indirect(ind.) _____ [Agricultural
 train(tn.) _____ Automobile tour(a.t.) _____]

Check clothing practices adopted due to Extension influence				Other
Practice	Extension method responsible	Spe- cialist	Local leader	agencies contributing
Color				
Design				
Dress form				
Commercial patterns				
Permanent patterns				
Construction cotton dresses				
" woolen dresses				
" underwear				
" coats, suits, etc.				
" children's clothes				
Remodeling of garments				
Millinery				
Clothing budget				

6281 Figure 1b.--Reverse side of questionnaire card used in collecting data

CONDUCT OF CLOTHING EXTENSION

The clothing project has been a part of the Ford County extension program since 1927, or for approximately four years prior to the collection of the field data. During this period clothing extension has been a part of the regular program of the local home demonstration unit organized on the township basis, but has never been singled out for an intensive drive or campaign.

As in the case of the other home demonstration projects carried on in the area, local leaders have been used extensively to bring the clothing information to the rank and file of farm-bureau members. During the first three years the clothing local leaders were largely trained by the State clothing specialist who met them regularly in county training meetings. These required about 10 days of the specialist's time each year. More recently these leader-training meetings have been conducted by the county home demonstration agent.

Three county home demonstration agents have been employed in Ford County since the first agent began work in 1927. During the same 4-year period there have been three changes in the personnel of the State clothing specialists employed by the college.

INFORMATION REGARDING FARM HOMES INCLUDED IN STUDY

The farm families included in the study comprised 4.6 persons on the average, children under 21 years of age being reported for 81 per cent of the homes (Table 1). About 58 per cent of the families were owner operators, and the remaining 42 per cent were tenant operators.

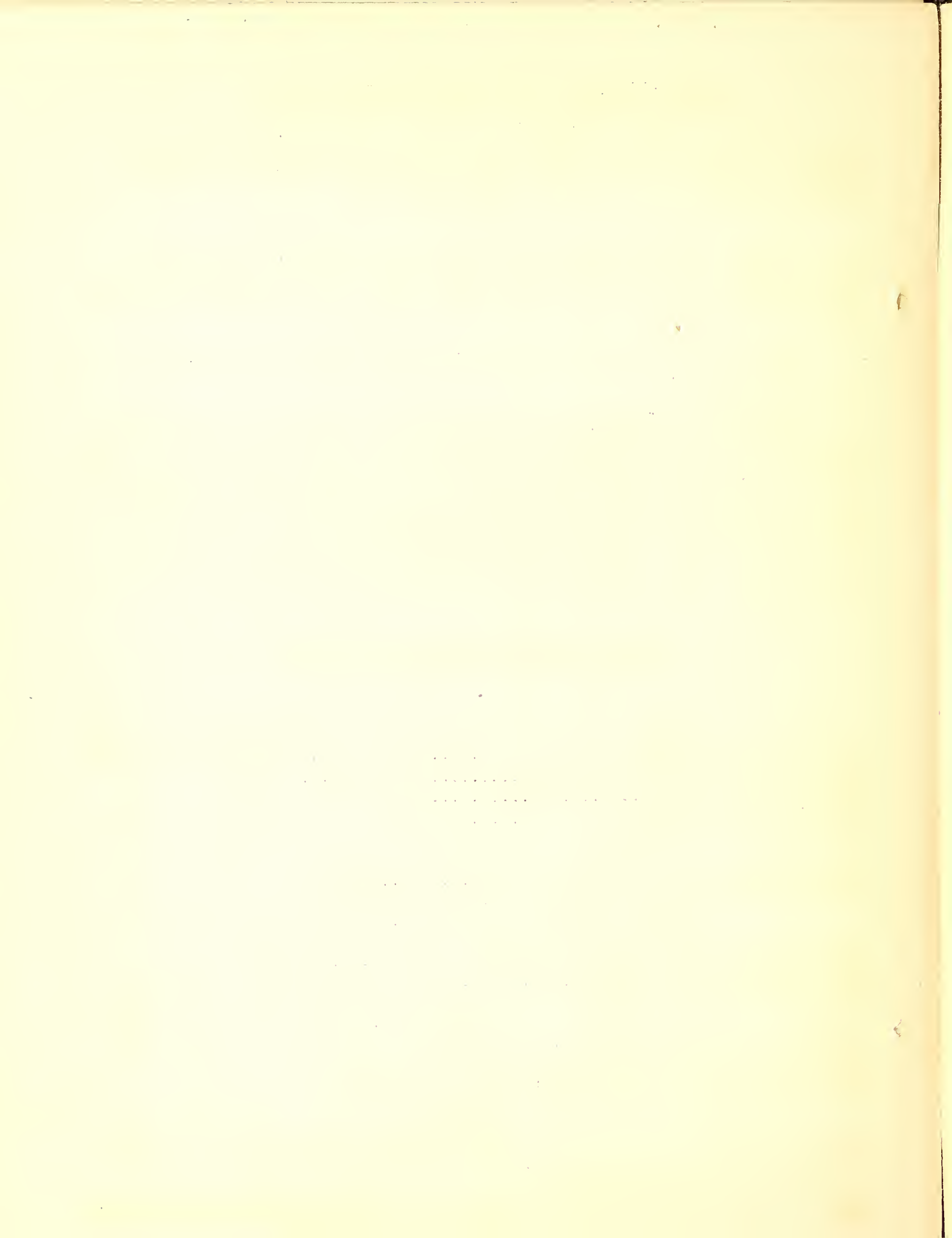
The homes were located in an extensive grain-farming area, as shown by the fact that the farms contained 510 acres on the average. Approximately 3 out of 4 homes were situated upon a graded road or in a few instances upon a hard-surfaced road. The homes were nearly 20 miles from the county extension office on the average.

About 79 per cent of the homes were equipped with telephones, and 61 per cent had radios.

Twenty-five per cent of the farm women were members of a home demonstration club, and an additional 17 per cent had formerly been members. Formal extension activities relating to clothing had been carried on in 21 per cent of the homes. That contact had been made with the home demonstration agent and the clothing specialist of the college was reported by 47 per cent and 23 per cent respectively of the farm women interviewed. Nearly 36 per cent of the women had been in touch with the local leaders of the clothing project. In 7 per cent of the instances the woman interviewed was herself the leader of some phase of the clothing project. The mean age of the women interviewed was 39 years.

Table 1. - General information relating to farm homes
included in study of clothing project

Item	Number	Percentage
Number of records obtained.....	95	----
Average number of persons in family.....	4.6	----
Families with children.....	77	81.0
Farms operated by: Owners.....	55	57.9
Tenants.....	40	42.1
Average size of farm (acres).....	510	----
Homes located on: Surfaced roads.....	3	3.2
Graded roads.....	68	71.6
Ungraded roads.....	24	25.3
Distance from extension office (miles).....	19.6	----
Homes equipped with telephone.....	75	78.9
Homes equipped with radio.....	58	61.0
Members of a home demonstration club: Present.....	24	25.3
Past.....	16	16.8
Leaders of clothing project.....	7	7.4
Homes which had clothing extension activities in home....	20	21.0
Homes which had made contact with: Home demonstration		
agent.....	45	47.4
Specialists.....	22	23.2
Local clothing leaders	34	35.8
Average age of farm women (years).....	39	----



Extent of Sewing in Homes

The percentages of farm women making clothing articles of the various kinds together with similar information for clothing remodeled are presented in Tables 2 and 3. Dresses, underwear, and night clothes for women and children were the articles of clothing most frequently made in the farm home. Approximately 14 per cent of the homes reported the making of coats and suits for children.

Remodeling work was largely limited to dresses for women and children, about one home in four reporting such work. One home in ten made over suits and coats for children.

Sewing Equipment

The homes studied were almost universally equipped with sewing machines, 95 per cent of the homes reporting this piece of equipment (Table 4). The next most common piece of sewing equipment found was the pressing board, 83 per cent of the homes reporting its possession. Dress forms were found in 26 per cent of the homes. Only 2 per cent of the homes reported a special cutting table, other household equipment being commonly used for this purpose.

Five farm women out of the 95 interviewed employed an average of four days' outside help to assist them with their home sewing.

Table 2. - New clothing made in farm homes during the year.

Articles	Women's clothing		Children's clothing	
	Percentage of homes reporting	Average number of articles per home reporting	Percentage of homes reporting	Average number of articles per home reporting
Hats.....	7.4	1.4	2.1	2
Dresses.....	67.4	5.0	51.6	11.4
Coats and suits...	0	0	13.7	3.7
Underwear and night clothes....	40.0	4.1	38.9	9.9
Shirts(men's or boys')	2.1	5.0	8.4	3.9
Other.....	11.6	13.3	0	0

Table 3. - Clothing remodeled in farm homes during year

Article	Women's clothing		Children's clothing	
	Percentage of homes reporting	Average number of articles per home reporting	Percentage of homes reporting	Average number of articles per home reporting
Hats.....	5.3	1.2	1.6	3.0
Dresses.....	24.2	2.4	25.3	5.5
Coats and suits...	3.2	1.0	9.5	1.6
Underwear and night clothes.....	1.0	2.0	1.0	2.0
Shirts(men's or boys')	0	0	1.0	2.0
Others.....	1.0	6.0	0	0

Table 4. - Sewing equipment and outside help employed for sewing

Item	Number	Percentage
Homes equipped with sewing machine.....	90	94.7
Homes equipped with cutting table.....	2	2.1
Homes equipped with pressing board.....	79	83.2
Homes equipped with dress form.....	25	26.3
Homes employing outside help for sewing.....	5	5.3

INFLUENCE OF CLOTHING EXTENSION

The effectiveness of the extension activities in clothing carried on in the area studied is indicated by the fact that 54 per cent of the farm women interviewed reported one or more clothing practices changed through the influence of extension (Table 5).

The practices most frequently reported related to color, 32 per cent of the homes being involved. Next in order of frequency were the construction of cotton dresses, 28 per cent; millinery, 24 per cent; dress forms, 23 per cent; and design, 22 per cent of the homes. Other important practices reported changed by more than 10 per cent of the women interviewed were the use of commercial patterns, permanent patterns, remodeling of garments, construction of children's clothes, and accessories.

Table 5. - Influence of extension upon clothing practices

Item	Number of homes	Percentage of homes
Records obtained.....	95	-
Homes adopting any clothing practice because of extension influence.....	51	53.7
Homes adopting improved practices in:--		
Color.....	30	31.6
Design.....	21	22.1
Dress forms.....	22	23.2
Commercial patterns.....	18	18.9
Permanent patterns.....	17	17.9
Construction of cotton dresses.....	27	28.4
Construction of woolen dresses.....	7	7.4
Construction of underwear.....	4	5.3
Construction of coats and suits.....	1	1.0
Construction of children's clothes.....	14	14.7
Remodeling of garments.....	16	16.8
Millinery.....	23	24.2
Clothing budget.....	1	1.0
Accessories.....	10	10.5

Effectiveness of Means and Agencies Employed in Clothing Extension
as Related to Their Use

Preliminary to determining how the women had been influenced by extension to accept the various clothing practices, information was obtained regarding attendance at clothing extension activities and contacts with extension workers relating to clothing.

More than 80 per cent of the women interviewed had seen a clothing exhibit, had attended a method demonstration meeting, had received a clothing bulletin, or had in some other way been exposed to clothing information through extension (Table 6). On the average, these women had received clothing information in from three to four different ways. Approximately two-thirds of the women who received extension information relating to clothing made practical use of at least part of the information received.

Nearly 57 per cent of the women interviewed had seen a clothing exhibit either in connection with achievement days or at the local fair. This means exposed a higher percentage of women to extension information on clothing than any other teaching means employed. The method demonstration meeting, however, was not far behind, having reached 48 per cent of the women. Clothing bulletins, widely distributed in the area studied, had been received by 43 per cent of the women. Thirty-two per cent of the women had heard clothing talks at general meetings, had received circular letters on clothing, had read extension news articles in local papers about clothing, or had talked with neighbors who had been exposed to clothing information. Radio addresses relating to clothing had been heard by 26 per cent of the women. A representative of the extension service had visited nearly 16 per cent of the homes to discuss clothing problems, and nearly 14 per cent of the women had called at the extension office for information on clothing. Eight per cent of the women had attended leader-training meetings.

By correlating the changes reported with the means and agencies through which the farm women had been exposed to extension information on clothing some interesting comparisons have been made possible. It is well to keep in mind, however, that in some cases the farm women may have failed to recall all the means and agencies which may have contributed to the adoption of a specific practice. In other cases they may have given credit to the wrong means or agency. In general the writers believe that the farm women could tell with a fair degree of accuracy how they obtained the information which led to the changed practice.

The method demonstration meeting seems to have been particularly effective in teaching better clothing practices in the area studied, since approximately 85 per cent of those attending such meetings gave the method demonstration as the source of the information put into practice. The ratio of "takes" to "exposures" was also very high for the leader-training meetings, as would naturally be expected. Thirty-four per cent of the women receiving clothing bulletins made use of the information contained in them. Four out of 10 women were influenced by the information obtained at general meetings. One woman out of six who heard a clothing talk over the radio or who read a news article on clothing made some use of the information obtained. Exhibits were unusually effective in influencing adoption of clothing practices, one out of seven exposed being influenced to adopt practices. As result demonstrations, both adult and junior, are not well adapted to teaching clothing subject matter, the small percentages recorded as exposed to such teaching means are probably due to misunderstanding of these terms.

Table 6. - Comparative effectiveness of methods used in clothing extension

Methods	Percentage of women exposed to methods	Percentage of women influenced by methods to adopt practices	Percentage exposed who were influenced
Exhibits.....	56.84	8.42	14.81
Method demonstration meetings...	48.42	41.05	84.78
Bulletins.....	43.16	14.74	34.15
General meetings.....	31.58	12.63	40.00
Circular letters.....	31.58	7.37	23.33
News stories.....	31.58	5.26	16.67
Indirect.....	31.58	6.32	20.00
Radio.....	26.32	4.21	16.00
Home visits.....	15.79	1.05	6.67
Office calls.....	13.68	3.16	23.08
Leader-training meetings.....	8.42	5.26	62.50
Correspondence.....	6.32	0	0
Telephone calls.....	3.16	0	0
Result demonstrations, junior...	3.16	0	0
Result demonstrations, adult....	1.05	0	0
Study courses.....	1.05	0	0
Any methods.....	81.05	53.68	66.23

Relative Effectiveness of Means and Agencies

The relative effectiveness of the means and agencies employed in clothing extension can best be expressed in terms of the frequency with which reported in connection with the clothing practices changed. To make the comparison more readily understood these data have been computed to the basis, total influence of all means and agencies equals 100 per cent. (Table 7.)

Because of the large numbers of women attending and the high ratio of "takes" to "exposures," the method demonstration meeting was the outstanding means of bringing about adoption of better clothing practices, having been reported in connection with 56 out of every 100 practices changed. Clothing is probably the best adapted of all subject matter to the use of the method demonstration, because of the manipulatory skills involved.

The general meeting accounted for an additional 10 per cent of the practices, and leader-training meetings for 7 per cent more, making a total of 73 per cent of the clothing practices changed which were associated with meetings of one kind or another. Bulletins were credited with nearly 7 practices, and exhibits and circular letters each with nearly 5 practices out of every 100 adopted.

The radio and the news story were each credited with between 2 and 3 per cent of the changes reported adopted.

Table 7. - Relative influence of means and agencies upon adoption of clothing practices

Method	Number of practices adopted	Percentage of practices adopted*
Method-demonstration meetings.....	150	56.18
General meetings.....	27	10.12
Leader-training meetings.....	19	7.11
Bulletins.....	18	6.74
Circular letters.....	13	4.87
Exhibits.....	13	4.87
Indirect influence.....	10	3.75
Radio.....	7	2.62
News stories.....	6	2.25
Office calls.....	3	1.12
Home visits.....	1	.37
Result demonstrations.....	0	0.
Correspondence.....	0	0.
Telephone calls.....	0	0.

*Percentage computed to basis, total influence of all means and agencies equals 100 per cent. In practice, the adoption of a single practice frequently involves two or more means and agencies.

Extension Workers Assisting with Changes in Clothing
Practices

Of the 51 homes where practices in clothing were changed because of extension influence, 26 gave at least part credit to the county home demonstration agent. Eleven mentioned the subject-matter specialist from the college, and 39 told of assistance received from local clothing leaders who had been trained by the specialist and the county home demonstration agent. (Table 8.)

Instances of the adoption of improved clothing practices to the number of 212 were reported by the farm women included in the study. In nearly 30 per cent of the instances credit was given the home demonstration agent. The specialist was reported in connection with 13 per cent, and the local leaders were mentioned in 78 per cent of the instances of changes reported.

A large amount of emphasis has obviously been placed upon the training of local women to serve as local leaders in passing on clothing information to their neighbors through method demonstration meetings and other activities.

Table 8. - Extension agents involved in the adoption of
improved clothing practices

Item	Number	Percentage
Number of records.....	95	----
Number of homes adopting practices.....	51	53.7
Homes adopting practices due to --		
Home demonstration agent.....	26	27.4
Specialist.....	11	11.6
Local leader.....	39	41.0
Number of practices adopted.....	212	----
Practices adopted due to --		
Home demonstration agent.....	63	29.7
Specialist.....	28	13.2
Local leader.....	166	78.3

FACTORS AFFECTING THE ADOPTION OF CLOTHING PRACTICES

In addition to the influence of the teaching means and agencies employed, which have just been considered, it is desirable to give thought to other factors which may help to explain why 54 per cent of the farm women interviewed made use of clothing extension information, whereas 46 per cent did not.

Tenure

Sorting the records on the basis of home ownership, it is found that 58 per cent of the families included in the study were farm owners and 42 per cent were tenants. As indicated in Table 9 not only were a higher percentage of the home-owning women exposed to clothing extension information than was true of the tenant women, but the percentage of those receiving clothing information who made use of it was considerably higher in owner families than in tenant families.

The adoption of recommended clothing practices was reported by 62 per cent of the women from owned homes as compared to 42 per cent of the women from tenant homes. The number of practices reported adopted per 100 homes was approximately 60 per cent greater for owner families than for tenant families.

Table 9. - Land tenure as related to effectiveness of clothing extension

Item	Owner	Tenant
Number of homes.....	55	40
Percentage of homes.....	57.9	42.1
Percentage touched by any clothing extension activity...	85.4	75.0
Percentage adopting improved clothing practices.....	61.8	42.5
Number of practices adopted per 100 homes.....	264.	168.
Percentage of those exposed who adopted practices.....	72.3	56.7

Size of Farm

In Table 10 the homes have been grouped according to the number of acres per farm. The percentage of women adopting recommended clothing practices increases rapidly with the larger farm acreages. There is also a marked correlation between the size of the farm and the number of practices adopted per home.

There is of course no causal relationship between size of farm and use of clothing extension information. It is probable, however, that increased size of farm reflects greater aggressiveness and higher economic status, and these factors may account for the greater spread of improved clothing practices.

Table 10. - Size of farm in relation to the adoption of clothing practices

Item	Size of farm		
	1 - 320 acres	321 - 640 acres	Over 640 acres
Number of homes	36	37	22
Percentage of homes.....	37.9	38.9	23.2
Percentage touched by any clothing.....			
extension activity.....	77.8	75.7	95.4
Percentage adopting improved clothing..			
practices.....	38.9	56.8	72.7
Number of practices adopted per 100 homes	136	259	304
Percentage of those exposed who adopted			
practices.....	50.0	75.0	76.2

Character of Roads

Approximately three out of every four homes involved in the study were situated on improved roads. This fact apparently had a marked influence upon participation in clothing extension activities by farm women as indicated by the fact that 89 per cent of the women living in homes on improved roads were exposed to clothing information as compared to 58 per cent of the women living on unimproved roads (Table 11).

Table 11. - Character of roads in relation to the adoption of clothing practices

Item	Roads graded or surfaced	Roads ungraded
Number of homes.....	71	24
Percentage of homes.....	74.7	25.3
Percentage of homes touched by any clothing.....		
extension activity.....	88.7	58.3
Percentage adopting improved clothing practices.....	59.3	37.5
Number of practices adopted per 100 homes.....	246	154
Percentage of those exposed who adopted practices....	66.7	64.3

Since the percentages of those exposed who adopted improved clothing practices are practically the same for both groups, 67 per cent and 64 per cent, it is evident that the greater adoption of practices by the women on the better roads is largely due to the fact that more of them were able to attend home demonstration club meetings and other clothing extension activities.

Distance from County Extension Office

On the basis of distance from the farm home to the county extension office, Table 12 indicates lessened influence of the clothing extension program with increased distance. This decrease is particularly noticeable with the group 23 to 33 miles away, since a much smaller percentage of the women in these homes were exposed to extension information regarding clothing and the percentage of those exposed who adopted clothing practices is also much lower than for the two groups nearer the county seat.

Because of these two factors - fewer reached and smaller influence of exposures- the percentage of women adopting clothing practices and the number of practices adopted per home are much less for the group of homes situated farthest from the extension office. The difference between the groups 8 to 17 miles, and 18 to 22 miles away is not great.

Table 12. - Adoption of clothing practices as affected by distance of home from the county extension office

Item	8 to 17 miles	18 to 22 miles	23 to 33 miles
Number of homes.....	29	38	28
Percentage of homes.....	30.5	40.0	29.5
Percentage of homes touched by any clothing extension activity.....	89.6	86.8	64.3
Percentage adopting improved clothing practices.....	65.5	60.5	32.1
Number of practices adopted per 100 homes.	314	237	111
Percentage of those exposed who adopted practices.....	73.1	69.7	50.0

Educational Training

As would be expected, there is a fairly close relationship between the educational training of farm women and their interest in, and use made of clothing extension information. (Table 13.)

Table 13. - The influence of educational training upon the adoption of clothing practices

Item	8th grade or less	High school but no college	College
Number of homes.....	60	29	6
Percentage of homes.....	63.2	30.5	6.3
Percentage of homes touched by any clothing extension activity.....	73.3	96.6	83.3
Percentage adopting improved clothing practices.....	45.0	65.5	83.3
Number of practices adopted per 100 homes..	160.	296	500
Percentage of those exposed who adopted practices.....	61.4	67.8	100

The greater contact with clothing extension largely accounts for the higher percentage of women with high-school training who adopted practices, since the percentage of those exposed who adopted practices is much the same for both the high school and the eighth grade or less groups.

All the women with college training made use of the clothing information received. However, the number of women with college training is altogether too small for reliable averages.

Age of Farm Women

in

From Table 14, which the records are grouped according to age of the women interviewed, it is evident that increased age up to 50 years is not accompanied by decreased interest in or use of clothing extension information. On the contrary a higher percentage of the women in the 41 to 50 year group were in touch with extension activities and adopted recommended clothing practices than was true of either of the younger groups. Beyond the fiftieth year there was a decided falling off both in interest in and use of clothing extension information.

Table 14. - Age of farm women in relation to adoption of clothing practices

Item	30 years and younger	31 to 40 years	41 to 50 years	51 years and older
Number of women.....	33	20	24	18
Percentage of women.....	34.7	21.1	25.3	18.9
Percentage of women touched by any clothing extension information.....	81.8	80.0	87.5	72.2
Percentage adopting improved clothing practices.....	54.5	50.0	66.7	38.9
Number of practices adopted per 100 homes	236	220	242	178
Percentage of those exposed who adopted practices.....	66.7	62.5	76.2	53.8

Membership in Farm-Bureau Units

The factors considered up to this point have been those that are almost entirely outside the control of extension forces, such as size of farm, home tenure, age, educational training, and the like.

Consideration will now be given to a few factors which are largely within the control of extension workers. As suggested earlier, clothing extension work in the area has been largely carried on through the local home demonstration units. Membership in such groups is quite largely dependent upon the interest extension agents have been able to arouse, and the satisfaction the farm women derive from such membership.

Approximately one woman in four was a member at the time of collection of data. (Table 15.) An additional 17 per cent had been members previously, but had dropped out for one reason or another. The remaining 58 per cent of the women interviewed had never been affiliated with an extension group.

As would be expected, all the present and former members had been exposed to clothing extension information. This was also true of 67 per cent of the nonmembers. Only 27 per cent of the nonmembers adopted clothing practices in contrast to 81 per cent of the former members and 96 per cent of the present members. The rate of adoption of the practices recommended was nearly 10 times as great for present members as for nonmembers. Evidently there is a very close relationship between membership in home demonstration groups and the use of clothing extension information.

Table 15. - Relations of membership in home demonstration clubs to adoption of clothing practices

Item	Present members	Former members	Non-members
Number of homes.....	24	16	55
Percentage of homes.....	25.3	16.8	57.9
Percentage of homes touched by any clothing extension information.....	100	100	67.3
Percentage adopting improved clothing practices.....	95.8	81.2	27.3
Number of practices adopted per 100 homes.	596	219	62
Percentage of those exposed who adopted practices.....	95.8	81.2	40.5

Contact with Clothing Extension

The importance of organizing and conducting extension work so as to bring a high percentage of the people to be influenced into personal touch with extension through attendance at meetings, office calls, home visits, and the like, is further emphasized in Table 16. In this table the records have been sorted into two groups, one including those homes where the farm woman has come into personal contact with clothing extension, and the other including those homes where no such contacts have been made.

By definition, 100 per cent of those coming into contact with clothing extension were exposed to clothing information, whereas but 57 per cent of the no-contact group were so exposed. The exposures in the latter group were also those involving no personal contact with extension workers, including such means and agencies as bulletins, news stories, radio talks, circular letters, and conversations with neighbors enjoying direct contacts.

Where contact had been made, adoption of improved practices followed in four out of five instances. In the no-contact group less than one woman in five reported clothing practices changed. The rate of adoption of practices was 12 times as great for the personal-contact group as for the no-contact group.

The fact that 81 per cent of the women in the contact group who were exposed to clothing extension information, adopted practices as compared to 33 per cent of the women in the no-contact group further emphasizes the greater teaching value of the means and agencies which make for personal contacts.

Table 16. - Contact with clothing extension as related to adoption of practices

Item	Contact with clothing extension	No contact with clothing extension
Number of homes.....	53	42
Percentage of homes.....	55.8	44.2
Percentage of homes touched by any clothing extension activity.....	100	57.1
Percentage adopting improved clothing practices...	81.1	19.
Number of practices adopted per 100 homes.....	377	28
Percentage of those exposed who adopted practices.....	81.1	33.3



